



All content provided by Flywheel.

Flywheel is a Managed Service provider committed to solving the most difficult challenges in search, media, content, assortment, ordering, forecasting and planning. With decades upon decades of eCommerce experience, the Flywheel team provides sophisticated technology and methodology to help the world's most complex brands win in digital commerce.

**Services**

Managed Service

**Products supported**

- Sponsored Products
- Sponsored Brands
- Display Self-serve
- Walmart DSP

**Cost structures**

Percentage of media spend

**Minimums**

Yes, annual minimum spend

**Customer types**

Typical customers are large matrixed vendors across all categories

**Regions supported\***

U.S., Canada, UK, India, China and Japan

*\*Walmart Connect offers ad inventory in the U.S. only*

**Offices**

Baltimore, MD; Seattle, WA;

London, UK and Tokyo, JP

**Contact**

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Sponsored Search platform features	Walmart Ad Center	Flywheel
<b>Campaign management</b>		
Campaign creation/editing	✓	✓
Rules-based optimization		✓
Dayparting		✓
Budget run-out alert		✓
<b>Reporting</b>		
Dashboard metrics	✓	✓
Share of voice		✓
Stats (near-real time metrics)	✓	✓
Stats (near-real time daily budget indicator)		✓
<b>Additional features</b>		
Cross retailer/publisher keywords		✓
Suggested bids (ad items)	✓	
Suggested bids (keywords)	✓	

This table does not represent all the features, tools and services offered by Flywheel. Contact Flywheel for complete feature information.